

College of Arts and Sciences
Texas A&M University-San Antonio
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EDUCATION

Ph.D., Communication, 2007, The Ohio State University

M.A., Communication, 2004, The Ohio State University

B.A., Journalism, 2001, Anhui University, China

RESEARCH INTERESTS

Mass communication, media studies, and intercultural communication.

ACADEMIC POSITIONS

Associate Professor, Department of Sociology and Communication, Texas A&M University- San Antonio, August, 2018 to present.

Associate Professor, Department of Communication, West Virginia Wesleyan College, August, 2013 to July, 2018

Assistant Professor, Department of Communication, West Virginia Wesleyan College, August, 2007 to July, 2013.

Teaching Associate/Lecturer, School of Communication, the Ohio State University, September, 2002 to June, 2007.

Research Assistant

January 2004 to June 2004; March 2005 to June 2005; March 2007 to June 2007; (Supervisor: Daniel McDonald).

July 2004 to September 2004, Institute of Museum and Library Services (IMLS) project by the Ohio State University and Online Computer Library Center (Supervisor: Brenda Dervin)

ADMINISTRATIVE POSITIONS

Program Coordinator, Texas A&M University-San Antonio, August 2019 to August 2020. Job description will be provided upon request.

Chair of Department of Communication, West Virginia Wesleyan College, January 2010 to January 2012, and August 2017 to July 2018. Job description will be provided upon request.

Director of School of Social and Behavioral Sciences (including the departments of Communication, Psychology, Political Science, Criminal Justice, and Sociology), West Virginia Wesleyan College, August, 2010 to July 2013. Job description will be provided upon request.

OTHER EMPLOYMENT EXPERIENCE

Media/Operations Executive, China Baseball Association, Beijing, China, June, 2005 to September, 2005, and April, 2002 to August, 2002.

Reporter, *Anhui Youth*, Hefei, China, August, 2000 to February 2001.

Reporter, Editor and Anchor, Anhui University Radio Station, Hefei, China, September 1998 to September 2000.

PUBLICATIONS

Hu, M., Xu, H., Liu, S., & Cai, J. (2024). Whose bed have your boots been under? People's expected responses toward celebrities' romantic relationship infidelity. *Psychology of Popular Media*, 13(1), 92–101. <https://doi.org/10.1037/ppm0000450>

Hu, M., Zhang, B., & Jia, N. (2023). Will audiences' categorization of the targets of celebrity's transgression influence parasocial relationships and emotional reactions? *Communication Studies*, 74(6), 567–581. <https://doi.org/10.1080/10510974.2023.2234944>

Hu, M. (2023). Parasocial relationship dissolution and deterioration. In R. R. Tukachinsky Forster (Ed.), *The Oxford handbook of parasocial experiences* (pp. 147-170). Oxford University Press: New York.

Tukachinsky Forster, R. R., & **Hu, M.** (2023). Cultural perspective: A call for comparative research. In R. R. Tukachinsky Forster (Ed.), *The Oxford handbook of parasocial experiences* (pp. 414-428). Oxford University Press: New York.

Hu, M., & Kong, X. (2023). Reactions to romantic relationship announcements in parasocial love and unrequited love. *Psychology of Popular Media*, 12(2), 219–230. <https://doi.org/10.1037/ppm0000400>

Hu, M., Zhang, B., Shen, Y., Guo, J., & Wang, S. (2022). The roles of romantic beliefs and imagined interaction in unrequited love. *Imagination, Cognition and Personality*, 42(2), 145–166. <https://doi.org/10.1177/02762366221093921>

Hu, M., Zhang, B., Shen, Y., Guo, J., & Wang, S. (2021). Dancing on my own: parasocial love, romantic loneliness, and imagined interaction. *Imagination, Cognition and Personality*, 41(4), 415–438. <https://doi.org/10.1177/02762366211052488>

- Hu, M.,** Zhao, Y., Liu, Z., Li, Z., & Kong, X. (2021). Just my imagination: The influence of celebrities' romantic relationship announcements on romance fans and friendship fans. *Psychology of Popular Media, 10*(4), 434–444.
<https://doi.org/10.1037/ppm0000324>
- Hu, M.,** Chen, M., Li, M., & Yin, Z. (2019). Meet the media characters from another culture: Influence of ethnocentrism on parasocial interaction. *Psychology of Popular Media Culture, 8*(2), 170-179.
- Hu, M.,** Cotton, G., Zhang, B., & Jia, N. (2018). The influence of apology on audiences' reactions toward a media figure's transgression. *Psychology of Popular Media Culture, 8*(4), 410-419.
- Hu, M.,** Young, J., Liang, J., & Guo, J (2017). An investigation into audiences' reactions to transgressions by liked and disliked media figures. *Psychology of Popular Media Culture, 7*(4), 484-498.
- Hu, M.** (2016). The influence of a scandal on parasocial relationship, parasocial interaction, and parasocial breakup. *Psychology of Popular Media Culture, 5*(3), 217 – 231.
- Hu, M.** (2009). Will online chat help alleviate mood loneliness? *Cyberpsychology & Behavior, 12*(2), 219 – 223.

CONFERENCE PAPERS

- Hu, M.,** Jia, N., & Zhang, B. (2024, November). Black sheep effect in audiences' reactions to celebrities' transgressions. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Hu, M.,** Zhang, B., & Jia, N. (2024, November). Audiences' perceptions of celebrity group membership and reactions to celebrity transgressions. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Hu, F., & **Hu, M.** (2022, November). Parasocial reunion during the pandemic. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Hu, M.,** Xu, H., Liu, S., & Cai, J. (2022, May). Whose bed have your boots been under? People's expected closeness reduction, negative emotional reactions, and forgiveness in response to favorite celebrities' romantic relationship infidelity. Paper presented at the annual meeting of the International Communication Association, Paris, France.
- Hu, M.,** & Moore, J. (2022, May). Good interaction afar brings distant learning near: An investigation into Chinese college students' communication in synchronous online classrooms during COVID-19. Paper presented at the annual meeting of the International Communication Association, Paris, France.
- Hu, M.,** Hu, F., Song, J., & Zhang, C. (2021, November). Chinese female readers' parasocial relationships with danmei novel characters. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- Hu, M.,** Zhang, Y., Feng, Y., Yin, W., & Ma, W. (2021, November). *Sisters in Full Sail*: Viewing, perception of gender discrimination, and feminism in young

- female viewers in China. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- Hu, M.,** Chen, R., Dong, Y., Zhai, H., & Cai, F. (2020, November). A jug of wine, a loaf of bread, and Thou: Parasocial interaction, loneliness, and eating broadcast show viewing in China. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.
- Hu, M.,** Zhang, B., Shen, Y., Guo, J., & Wang, S. (2020, November). I can't make you love me: A comparison between parasocial romantic relationship and unrequited love in relationships with romantic loneliness, romantic beliefs, and imagined interaction. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.
- Hu, M.,** Zhang, B., Shen, Y., Guo, J., & Wang, S. (2020, November). Dancing on my own: Romantic loneliness, romantic beliefs, and imagined interaction in para-romantic love. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.
- Hu, M.,** Zhao, Y., Liu, Z., Li, Z., & Kong, X. (2020, November). Just my imagination: The influence of celebrities' romantic relationship announcements on romance-fans and friendship-fans. Paper presented at the annual meeting of the National Communication Association, Indianapolis, IN.
- Hu, M.,** & Kong, X. (2020, May). I want the one I can't have: The influence of romantic relationship announcements of the beloved ones in parasocial romantic relationship and unrequited love. Paper presented at the annual meeting of the International Communication Association, Gold Coast, Australia.
- Hu, M.,** Chen, R., Dong, Y., Zhai, H., & Cai, F. (2019, November). Eating with others parasocially: An investigation into eating broadcast hosts and viewers. Paper presented at the annual meeting of the National Communication Association, Baltimore, MD.
- Hu, M.,** Zhang, B., Jia, N., & Kong, X. (2019, May). The revival of the *Lonesome Gal*: An investigation into male users' parasocial relationships with online chatroom girls. Paper presented at the annual meeting of the International Communication Association, Washington, D.C..
- Hu, M.,** Liu, L., Dong, Y., Sun, S., Mao, S., & Liu, W. (2018, November). You don't know my name: A thematic analysis of audiences' social media posts toward a celebrity's romantic relationship announcement. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- Hu, M.,** & Li, Z. (2018, May). Will my heart go on? The influence of a media figure's romantic relationship announcement on audiences' PSRs, emotional reactions, and behavioral responses. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- Hu, M.,** Cotton, G., Zhang, B., & Jia, N. (2017, November). The influence of apology on audiences' reactions toward a media figure's transgression. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- Hu, M.,** & Young, J. (2016, November). An investigation into audiences' reactions to transgressions by liked and disliked media figures. Paper presented at the annual

- meeting of the National Communication Association, Philadelphia, PA.
- Hu, M.,** Chen, M., Yin, Z., & Li, M. (2016, June). Meet the media characters from another culture: Influence of ethnocentrism on parasocial interaction. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- Hu, M.,** & Young, J. (2016, June). To forgive, or not to forgive, that is the question: The influence of severity, blameworthiness, and commitment on audiences' forgiveness of media figures. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- Hu, M.,** & Jiang, H. (2013, November). The influence of a scandal on parasocial relationship, parasocial interaction, and parasocial breakup. Paper presented at the annual meeting of the National Communication Association, Washington, D.C..
- Hu, M.,** & Jiang, H. (2011, November). Transportation, perceived connection with media characters, and loneliness mood. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Ramirez, A., Jr., **Hu, M.,** Spinda, J., Feaster, J., Hoplamazian, G., Zhang, S., & Horton, B. (2009, November). Social networking technology and re-engaging friendships from the past: Two studies comparing cross-sex and same-sex friendships. Paper presented at the annual meeting of the National Communication Association, Chicago, IL..
- McDonald, D. G., Lin, S., **Hu, M.,** & Sarge, M. (2009, May). Loss of self or merging self and other: Transportation, empathy and self-thoughts. Paper presented at the annual meeting of the International Communication Association, Chicago, IL..
- Hu, M.,** & McDonald, D. G. (2008, May). Social Internet use, trait loneliness and mood loneliness. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada.
- Hu, M.** (2007, May). Social Internet use and its relationship to social and emotional loneliness. Paper presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Hu, M.** & Ramirez, A., Jr. (2006, November). Internet use and loneliness: Two studies in China and the United States. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Hu, M.,** & Ramirez, A., Jr. (2006, June). Who, how, and with whom: An exploration of social Internet use and loneliness. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.
- Hu, M.,** & McDonald, D. G. (2005, May). Loneliness and perceived reality in parasocial interaction. Paper presented at the annual meeting of the International Communication Association, New York, NY.
- McDonald, D. G., Lin, S., & **Hu, M.** (2004, May). Personal traits and content factors in parasocial interaction. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA.

Hu, M. (under revision). Good interaction afar brings distant learning near: An investigation into Chinese college students' communication in synchronous online classrooms during COVID-19. *Communication Education*.

MANUSCRIPTS UNDER PREPARATION

Hu, M., McNallie, J. & Kong, X. (under preparation). Reactions to Chinese female stand-up comedians' sarcasm of men.

Hu, M., Zhang, B., & Jia, N. (data collection in process). Audiences' perceptions of the group identity of celebrities and their reactions toward the celebrities' transgressions.

PROFESSIONAL ASSOCIATION MEMBERSHIP

International Communication Association, National Communication Association.

TEACHING EXPERIENCE

Department of Communication, History and Philosophy, Texas A&M University-San Antonio

COMM 1307 Introduction to Mass Communication

COMM 1315 Fundamentals of Public Speaking

COMM 3350 Theories of Communication

COMM 3351 Media Effects

COMM 3360 Intercultural Communication

COMM 4310 Persuasion

COMM 4393 Senior Communications Seminar

Department of Communication, West Virginia Wesleyan College

COMM 121 Intercultural Communication

COMM 230 Introduction to Media Studies

COMM 211 Fundamentals of Human Communication

COMM 325 Seminar in Communication

COMM 327 Persuasion

School of Communication, the Ohio State University

Lecturer

COMM 367 Persuasive Communication

COMM 507 Intercultural Communication

Teaching Assistant

COMM 101 Communication History

COMM 501 Communication and Youth

COMM 642 Mass Communication and Society

COMM 643 Media Economics

SERVICE

Texas A&M University-San Antonio

Committee of Diversity, Equity, and Inclusion (DEI) in College of Arts and Sciences (August, 2022 to present).

Promote, brand, and organize DEI's events. Work on coordinating DEI events' logo and slogan design. Discuss and review DEI awardee candidates. Prepare research talks for the university community and the public to further understand stereotype, prejudice, and racism.

Institutional Review Board (IRB, August, 2020 to May, 2023)

Review submissions of all proposed research activities by faculty, staff, and students at institution that involve human subjects. Participate in meetings of revising IRB policies and improving communication with the university community.

Strategic planning committee of Communication Program (August, 2018 to present)

Coordinate different strategic plans for the further development of Communication Program. Currently work on the curriculum change (adding Persuasion, Intercultural Communication, and a few other mass communication courses and revising Communication Theory) and the establishment of the honor society Lambda Pi Eta (LPH).

Speech committee of Communication Program (August, 2018 to present)

Work with the other two full-time speech instructors to standardize the course structure, assignments, and grading rubrics. Collect class artifacts (including exams, papers, and speech videos) to prepare for the speech program assessment. Have regular focus group meetings with the faculty and staff from different university units to improve student learning experiences.

West Virginia Wesleyan College

Advising students (August, 2008 to July, 2018)

Assist students in clarifying academic, life and career goals by offering individualized advice and the explanation of standardized assessment instruments. Help students understand how institutional requirements and policies impact their educational experience. Work with students in developing educational plans which facilitate established goals. Assist in selecting course offerings appropriate to meet graduation requirements, Increase students' awareness of resources available for planning post-graduation options.

Faculty advisor of Lambda Pi Eta (August, 2014 to July, 2018)

Provide guidance and directions to the honorary student organization. Coordinate the organization's relationship with National Communication Association. Lead the annual new member induction and organize the induction ceremony. Promote and encourage professional development among communication discipline majors.

Explore options for further graduate studies.

Fulbright Scholarship advisor (2010 to 2015)

Promote awareness and understanding of Fulbright Scholarship. Provide Fulbright Scholarship applicants with language training and advice on resume writing and interview skills. Organize and participate in rehearsal interviews for applicants.

Council of Assessment (August, 2008 to August, 2011)

Review the annual reports of College's programs. Discuss the programs' learning objectives, teaching content, teaching approaches with the faculty members of programs. Design, distribute (with alumni office) and analyze the surveys to graduates and faculty members about the programs' effectiveness. Provide advice to faculty members, Dean, and President of College to strengthen existing programs and develop new programs.

Judicial Board (August, 2008 to July, 2018)

Ensure that students uphold the standards for student ethics and conduct outlined in the West Virginia Wesleyan College Student Handbook. Encourage students to contribute to the integrity, honesty and respect of Wesleyan community. Hear cases of alleged infractions of academic and non-academic rules and makes decisions about the outcomes of cases.

Strategic Planning Council (August, 2010 to July, 2013)

Meet monthly with President, Vice Presidents, School Directors, Athletic Program Director, and Director of Admission Office to produce and review plans and strategies for academic programs, financial operations, recruitment projects, and athletic programs.

Title III Committee (August, 2011 to July, 2018)

Identify the students with special needs of learning. Work with Learning Center, Writing Center, and Admission Office to produce guidelines and procedures to assist the students.

Representative of WVWC in Chinese International Education Exposition (March, 2011).

Faculty counselor of International Student Organization (ISO) WVWC International Festival (March, 2008 and March, 2009)

The Ohio State University

Graduate Teaching Associate Mentor (August, 2004 to September, 2004, Faculty and TA Development Office)

Professional Review Activities

Reviewer for *Journal of Happiness Studies*
Reviewer for *International Journal of Public Opinion Research*
Reviewer for *Psychology of Popular Media*
Member of Editorial Board of *Journal of Information Society*
Member of Editorial Board of *Frontiers in Psychology*
Reviewer for *Cyberpsychology & Behavior*
Reviewer for *BioMed Central Public Health*